

Rep Order# 9834782 Ver# 3 Status Revised  
EC'd No

Traffic Order#

Printed: 10/02/2012 8:20 AM  
Last Received: 10/01/2012 3:04 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 3

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product SHERROD BROWN  
Estimate#  
Buyer MIKE DETTORE  
Phone#  
Fax#

63113

Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST #602  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

\*\*\*\*\* Contract Coversheet \*\*\*\*\*

V.3 10/1

REVISED PRODUCT TO CORRECT CANDIDATE

\*\*\*\*\*

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--- CONTRACT COMMENT ---

FRIENDS OF SHERROD BROWN \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

V.3 10/1  
REVISED PRODUCT TO CORRECT CANDIDATE  
PLS CF - THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----								
	1	TU-F,M	7A-8A	EARLY SHOW	:60	\$380.00	10/02-10/08	5 P3	1	5	\$1,900.00	
	2	TU-F,M	4P-430P	NEWS	:60	\$750.00	10/02-10/08	5 P3	1	5	\$3,750.00	
	3	TU-F,M	7P-730P	INSIDE EDITION	:60	\$1,300.00	10/02-10/08	5 P3	1	5	\$6,500.00	
	4	TH	10P-11P	ELEMENTARY	:60	\$5,000.00	10/04-10/04	1 P3	1	1	\$5,000.00	
	5	F	10P-11P	BLUE BLOODS	:60	\$3,200.00	10/05-10/05	1 P3	1	1	\$3,200.00	
	6	TU	8P-9P	NCIS	:60	\$7,000.00	10/02-10/02	1 P3	1	1	\$7,000.00	*
	7	SU	9P-10P	GOOD WIFE	:60	\$4,800.00	10/07-10/07	1 P3	1	1	\$4,800.00	
	8	W	8P-9P	SURVIVOR	:60	\$7,000.00	10/03-10/03	1 P3	1	1	\$7,000.00	
	9	TH	8P-9P	BIG BANG/RULES	:60	\$7,600.00	10/04-10/04	1 P3	1	1	\$7,600.00	
	10	SA	8A-9A	SAT EARLY SHOW	:60	\$450.00	10/06-10/06	1 P3	1	1	\$450.00	

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Product SHERROD BROWN  
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Buyer MIKE DETTORE  
Phone#  
Fax#

Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST #602  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	11	SA	9A-10A	SAT EARLY SHOW	:60	\$450.00	10/06-10/06	1 P3	1	1	\$450.00	
	12	SU	10A-1030A	NEWS	:60	\$900.00	10/07-10/07	1 P3	1	1	\$900.00	
	13	SU	930A-10A	NEWS	:60	\$900.00	10/07-10/07	1 P3	1	1	\$900.00	

---REPORT TOTALS---

Report Totals: 25 / \$49,450.00

---SALES MONTHLY TOTALS---

Oct 12: 25 / \$49,450.00  
Sales Totals: 25 / \$49,450.00  
Station Totals: 25 / \$49,450.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$123,625	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPO 19%
		WKRC 40%	WLWT 30%	WSTR 0%	WXIX 11%	

---COMPETITIVE COMMENTS---

WKRC = 49450  
WCPO = 23350  
WLWT = 37000  
WXIX = 14000  
TTL = 123800

Books null  
Demos RA35+

# Spot Manager: All, 10/02/12-10/08/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
<b>Advertiser: Sherrod Brown for Senate</b>												
<b>Agency: Shorr Johnson Magnus</b>												
<b>Station: WKRC-TV</b>												
<b>Order: 63113</b>												
<b>Line: 1</b>												
10/03/12	Wednesday	5:58 AM	1:00	\$380.00			(7:00:00 AM-8:00:00 A	SHERROD BROWN		P-3	1	MWASH-
10/04/12	Thursday	5:58 AM	1:00	\$380.00			(7:00:00 AM-8:00:00 A	SHERROD BROWN		P-3	2	MWASH-
10/05/12	Friday	5:58 AM	1:00	\$380.00			(7:00:00 AM-8:00:00 A	SHERROD BROWN		P-3	4	MWASH-
10/05/12	Friday	5:58 AM	1:00	\$380.00			(7:00:00 AM-8:00:00 A	SHERROD BROWN		P-3	3	MWASH-
10/08/12	Monday	5:25 AM	1:00	\$380.00			(7:00:00 AM-8:00:00 A	SHERROD BROWN		P-3	5	MWASH-
											<b>\$1,900.00</b>	<b>5</b>
<b>Line: 2</b>												
10/03/12	Wednesday		1:00	\$750.00			4p Local 12 News at Fo (4:00:00 PM-4:30:00 P	SHERROD BROWN		P-3	1	MWASH-
10/04/12	Thursday		1:00	\$750.00			4p Local 12 News at Fo (4:00:00 PM-4:30:00 P	SHERROD BROWN		P-3	3	MWASH-
10/04/12	Thursday		1:00	\$750.00			4p Local 12 News at Fo (4:00:00 PM-4:30:00 P	SHERROD BROWN		P-3	2	MWASH-
10/05/12	Friday		1:00	\$750.00			4p Local 12 News at Fo (4:00:00 PM-4:30:00 P	SHERROD BROWN		P-3	4	MWASH-
10/08/12	Monday	1:28:51 PM	1:00	\$750.00			4p Local 12 News at Fo (4:00:00 PM-4:30:00 P	SHERROD BROWN		P-3	5	MWASH-
											<b>\$3,750.00</b>	<b>5</b>
<b>Line: 3</b>												
10/03/12	Wednesday		1:00	\$1,300.00			M-F 7p-730p	7:00 PM-7:30 PM SHERROD BROWN		P-3	1	MWASH-
10/04/12	Thursday		1:00	\$1,300.00			M-F 7p-730p	7:00 PM-7:30 PM SHERROD BROWN		P-3	2	MWASH-
10/05/12	Friday		1:00	\$1,300.00			M-F 7p-730p	7:00 PM-7:30 PM SHERROD BROWN		P-3	3	MWASH-
10/05/12	Friday		1:00	\$1,300.00			M-F 7p-730p	7:00 PM-7:30 PM SHERROD BROWN		P-3	4	MWASH-
10/08/12	Monday	7:04:56 PM	1:00	\$1,300.00			M-F 7p-730p	7:00 PM-7:30 PM SHERROD BROWN		P-3	5	MWASH-
											<b>\$6,500.00</b>	<b>5</b>
<b>Line: 4</b>												
10/04/12	Thursday		1:00	\$5,000.00			Thu Reg 3	10:00 PM-11:00 PM SHERROD BROWN		P-3	1	MWASH-
											<b>\$5,000.00</b>	<b>1</b>
<b>Line: 5</b>												
10/05/12	Friday		1:00	\$3,200.00			Fri Reg 3	10:00 PM-11:00 PM SHERROD BROWN		P-3	1	MWASH-
											<b>\$3,200.00</b>	<b>1</b>
<b>Line: 6</b>												
10/02/12	Tuesday		1:00	\$7,000.00			Tue Reg 1	8:00 PM-9:00 PM SHERROD BROWN		P-3	1	MWASH-
											<b>\$7,000.00</b>	<b>1</b>
<b>Line: 7</b>												
10/07/12	Sunday	7:19:27 PM	1:00	\$4,800.00			Sun Reg 3	(9:00:00 PM-10:00:00 SHERROD BROWN		P-3	1	MWASH-
											<b>\$4,800.00</b>	<b>1</b>
<b>Line: 8</b>												
10/03/12	Wednesday		1:00	\$7,000.00			Wed Reg 1	8:00 PM-9:00 PM SHERROD BROWN		P-3	1	MWASH-
											<b>\$7,000.00</b>	<b>1</b>
<b>Line: 9</b>												
10/04/12	Thursday		1:00	\$7,600.00			Thu Reg 1	8:00 PM-9:00 PM SHERROD BROWN		P-3	1	MWASH-
											<b>\$7,600.00</b>	<b>1</b>

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 10/02/12-10/08/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 63113												
Line: 10												
10/06/12	Saturday	7:58:56 AM	1:00	\$450.00				CBS This Morning Sat (8:00:00 AM-9:00:00 A		P-3	1	MWASH-
				\$450.00							1	
Line: 11												
10/06/12	Saturday	9:35:14 AM	1:00	\$450.00				CBS This Morning Sat (9:00:00 AM-10:00:00 .		P-3	1	MWASH-
				\$450.00							1	
Line: 12												
10/07/12	Sunday	9:11:34 AM	1:00	\$900.00				CBS Sun Morning (10:00:00 AM-10:30:00 (		P-3	1	MWASH-
				\$900.00							1	
Line: 13												
10/07/12	Sunday	9:53:34 AM	1:00	\$900.00				CBS Sun Morning (9:30:00 AM-10:00:00 .		P-3	1	MWASH-
				\$900.00							1	
				\$49,450.00							25	
				\$49,450.00							25	
				\$49,450.00							25	
				\$49,450.00							25	
				\$49,450.00							25	
				\$49,450.00							25	

[Filtered by: ] [Sorted by: Station]